



Universität St.Gallen

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Unlocking the Potential of ChatGPT: How to Create Business Value

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From insight to impact.

For the Content

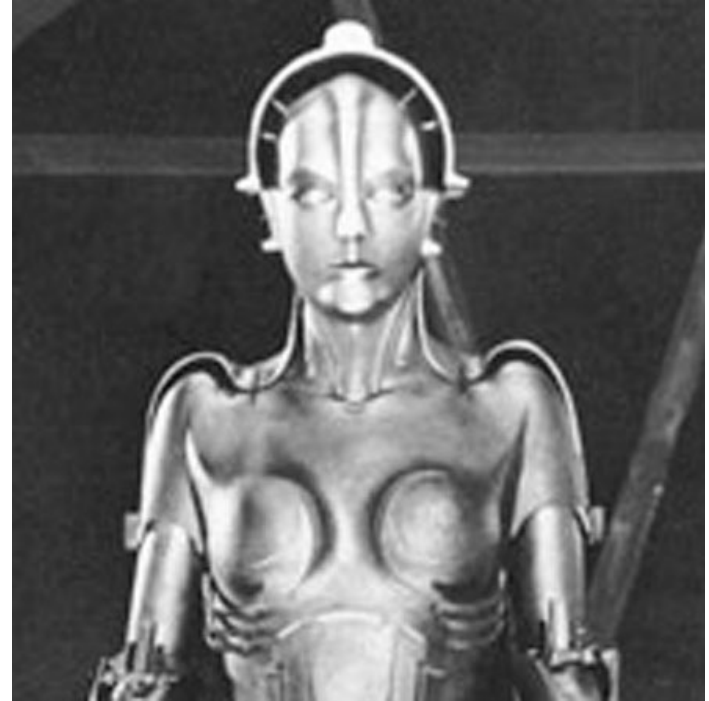
1. AI/IA – What we know.
2. Intelligence & Automation – What it brings.
3. Large Language Models – What it is.

«Artificial intelligence leverages computers and machines to mimic the problem-solving and decision-making capabilities of the human mind.»

BM, 2020,n.d.



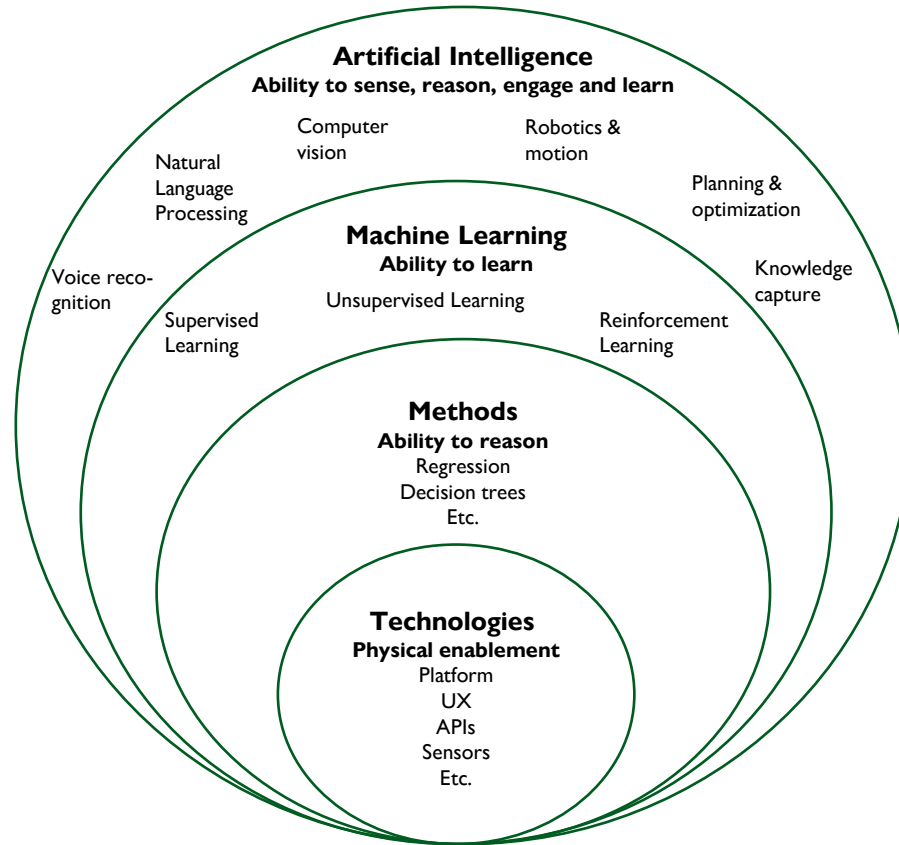
Mixed Associations, related to AI.



«Intelligent automation is a combination of methods involving people, organizations and technologies using machine learning. (...) It delivers business outcomes on behalf of the employees working hand-in-hand with them to deliver faster, better, cheaper services.»



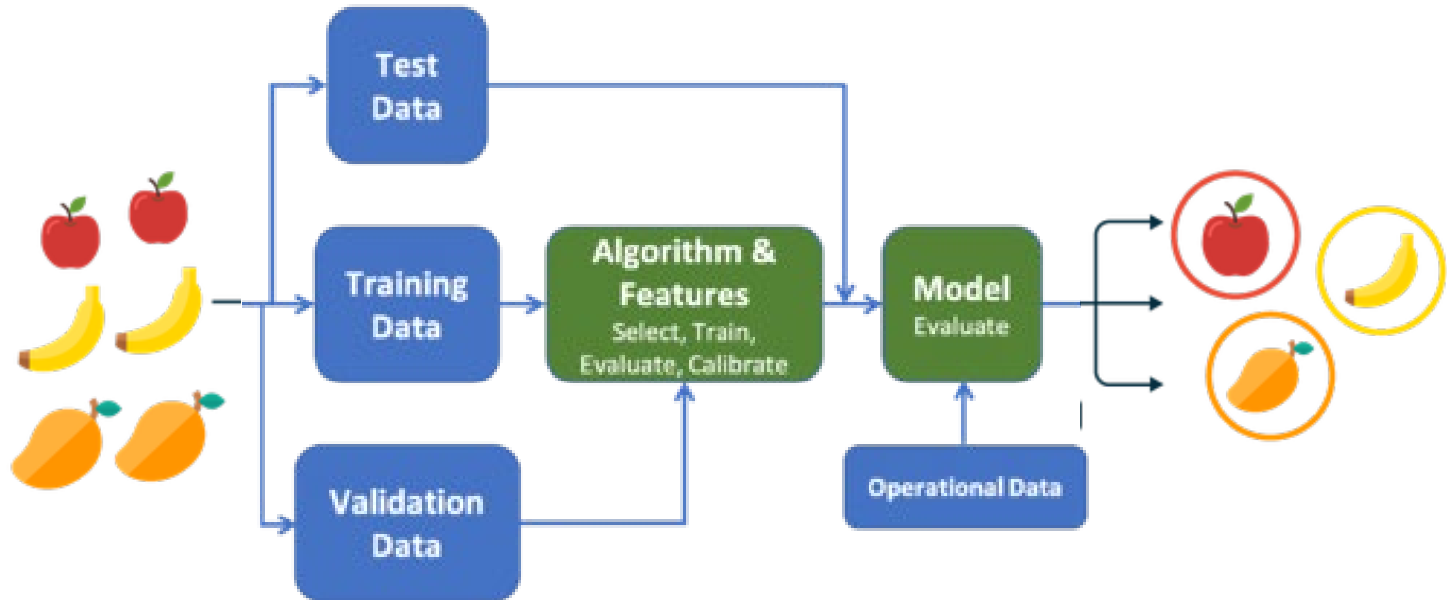
Artificial intelligence/Intelligent Automation (AI/IA) includes technologies, methods and machine learning.



Van Duin & Bakhshi, 2017,n.d.



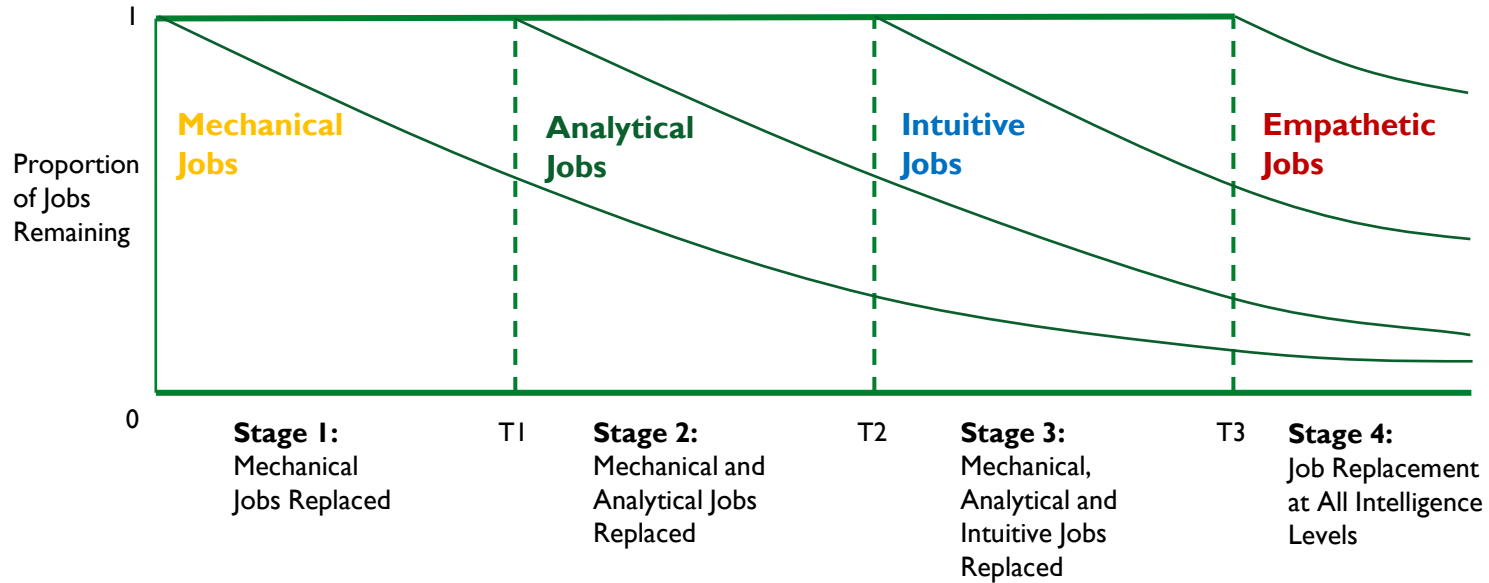
The Basic Idea – Unsupervised Learning.



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Tasks and their takeover by "Intelligent Automats".

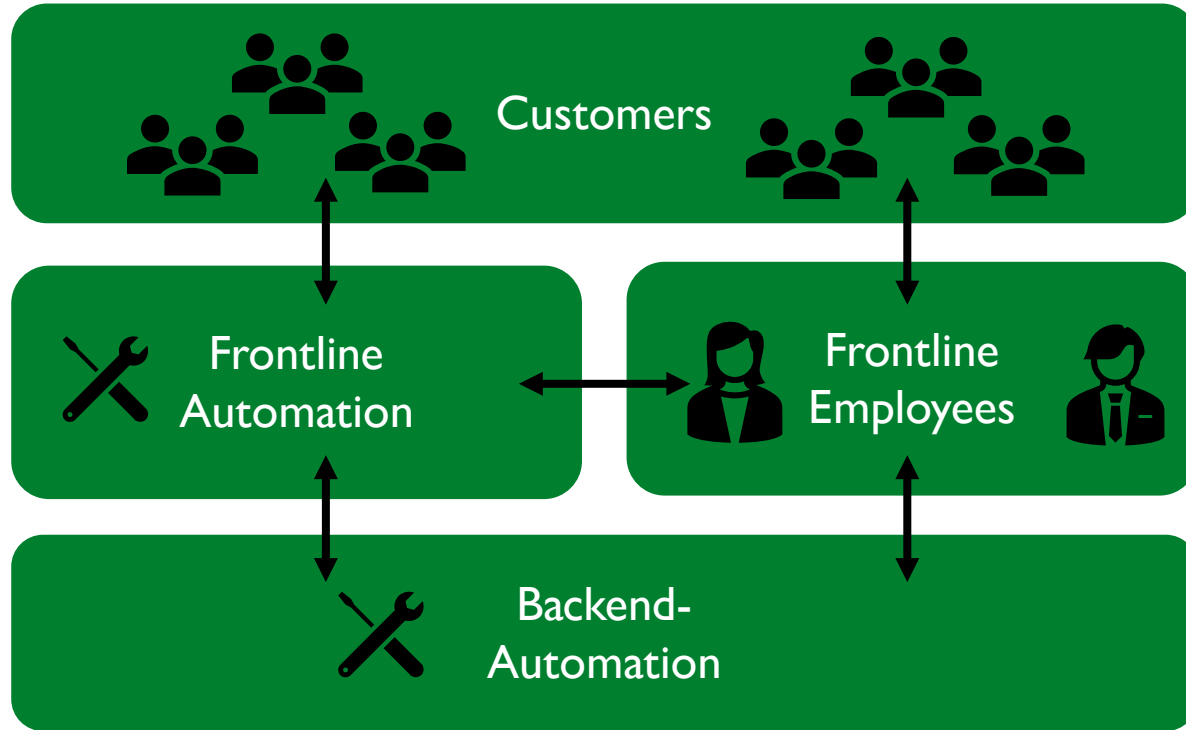




Three key insights.

1. We will be able to free ourselves from repetitive tasks (especially mechanical and analytical).
2. We will collaborate with "machines", "bots", etc. (e.g. "coding", etc.).
3. We will be challenged to further develop our intuitive and empathetic skills. Because that's where "the music plays!"

A simple Framework ...

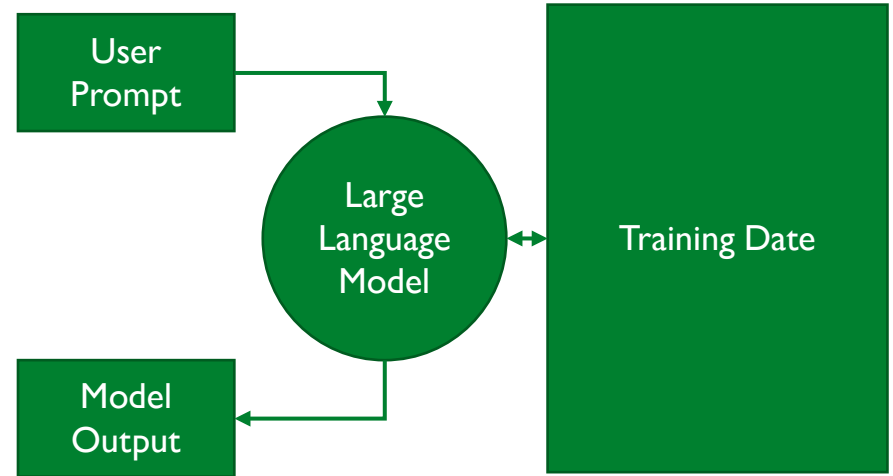


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So, what is ChatGPT?

- ChatGPT is a special type of chatbot based on the Generative Pre-trained Transformer (GPT) model, which is a comprehensive language model.
- ChatGPT is designed to generate human-like text responses based on input prompts from users, and it can have dynamic and interactive conversations with users.
- ChatGPT uses deep learning techniques to understand and generate text responses based on large amounts of pre-trained data, allowing it to generate contextually relevant and coherent responses.



Generated by ChatGPT on 25th April 2023

Question: „What are the characteristics of a Bot, Chatbot and ChatGPT?“

The Rate of Adaptation is Increasing rapidly.

Time taken to reach 1m users (mths)

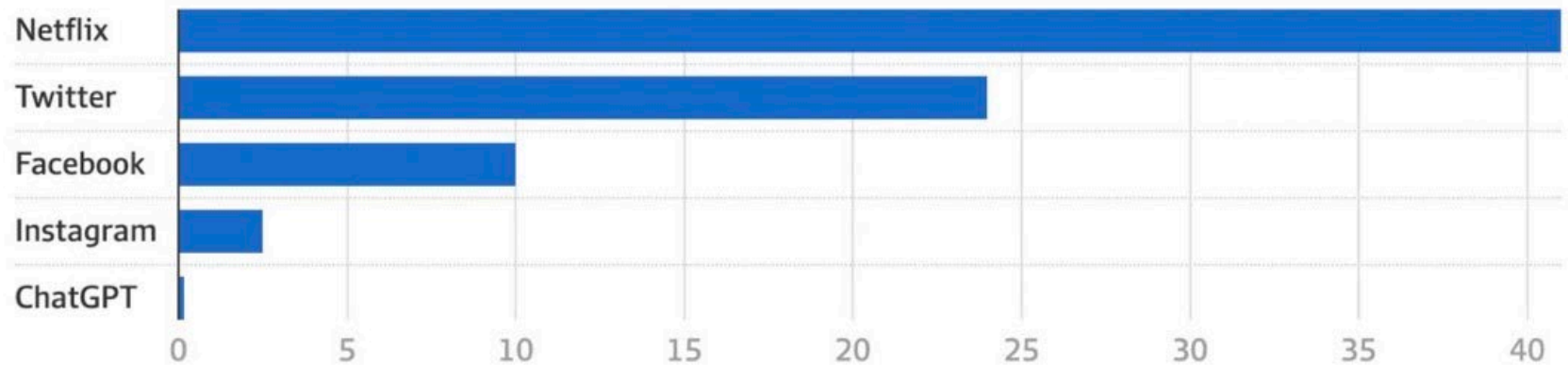


Chart: Financial Review • Source: Genevieve Roch-Decter, CFA

... And now over to Sina!

Where and how to engage? Maybe a Growth Mindset helps ...

